



“If you treat people with respect and when they come into your establishment you honor them, you will be rewarded and compensated for that.”

— Felicia Fawcett, founder of New York Day Spa in Clinton Hill, Brooklyn



“[Being a war correspondent] was good training for starting a brewery in Brooklyn. ... You never know what you’re going to run into and what skills you’re going to need.”

— Steve Hinsky, a former Midwest correspondent and co-founder of Brooklyn Brewery



“Budgeting is critical. Everyone focuses on the dollars they’re going to make and not on profitability. ... Record-keeping is invaluable. It’s often put on the back burner.”

— Paul Quinterno, CEO of Accion New York and New Jersey

# Buzzing over small biz: Experts, upstarts unite

## Daily News conference draws 400 people hungry for entrepreneurial advice

BY ELIZABETH LAZAROWITZ  
DAILY NEWS BUSINESS WRITER

**H**undreds of entrepreneurs and hopefuls turned out for the Daily News’ inaugural small business conference to learn how to turn their dreams into careers.

Nearly 400 people packed an NYU auditorium Tuesday to hear from panels of experts, as well as one familiar New Yorker who turned a small business into a global powerhouse.

“It is not easy,” said Mayor Bloomberg, whose financial

information empire began with just an idea, a few co-workers and a coffee pot. “Entrepreneurs have a vision, and innovation is about not knowing where you’re going to wind up. It’s an instinctive thing: You know you can do it,” he said.

The Small Biz: Big Impact Conference panelists, comprised of counselors, government officials and small business owners, offered real-world anecdotes, tips, inspiration and information on places entrepreneurs can go for free help.

“I got a lot [about] what it takes to start and maintain a

business, the importance of having a business plan, also the importance of having passion,” said 27-year-old Fred Sanders of Harlem, who hopes to launch a social networking Web site with two partners.

“The big takeaway is there’s a big network of organizations that will help you,” Adam Friedman of the New York Industrial Retention Network said after the event. “The trick is plugging in. You have to be aggressive.”

Many attendees already had established businesses and were hungry for info and networking opportunities.

Uch Martin, 28, is a Bronx doejay who hopes to grow his business. “It was extremely helpful. I got a ton of info and a ton of contacts,” he said. “To be in a room full of entrepreneurs, the energy was so positive.”

Jesse Galvez, owner of Manhattan’s Galleria J Antonio, said, “The panelists gave out so much information to the audience — where to get help and how to get it. It was the best morning I’ve had in a long time.”

Others were on their way and just wanted to learn.

“We know nothing about business,” said Jim Mulqueen,

who, along with fellow retired teacher Tony Nicolik, is opening a gallery of Southeast Asian art in Prospect Heights, Brooklyn. They said they’d contact the Brooklyn Chamber of Commerce and mikrokendler Accion, both of which had representatives on the panels.

Networking with panelists like Chris Lighty, CEO of hip-hop management company Vektor Records, and Steve Hinsky, co-founder of Brooklyn Brewery, was the main draw for Jeff Billingsley and Marcel Green. The duo runs Cobblestone Records, an independent label, recording

studio and music school for 14- to 21-year-olds in Newark.

“We just got a distribution deal,” Billingsley said. “We need to not make a lot of mistakes.”

Hinsky, who co-founded the brewery in 1988, was candid about the difficulties. “We skated on the edge of bankruptcy for probably seven or eight years. That was just a fact of life.”

The need for commitment and persistence was a common theme. “I got money anywhere I could get it,” said Margo Andros, owner of The Pink Slip lingerie store. “You’re going to



“Once you know how much you need to keep that business going, it’s not as hard as people may say to go and get the money. One of the things I myself walked away with from this conference is the number of resources that are out there.”

— Peter Janovec, vice president of client services at the Industrial and Technology Assistance Corp.

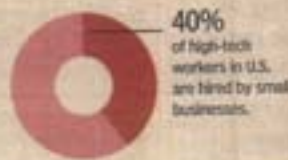
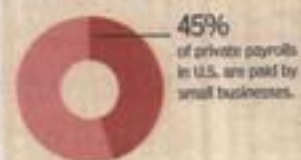
## Small, but very powerful

There were 26.8 million small businesses in America last year, according to the U.S. Small Business Administration.

Opened in 2006 649,700



Closed in 2006 564,900



# your DAILY NEWS money

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● Even workplace stars need **steady hand** to avoid falls, page 9

## GETTING DOWN TO BUSINESS

Daily News' conference pairs aspiring entrepreneurs with experts, pages 6-7



LINDA ORLICHOWSKA

● When execs **sell stock**, don't be a buyer, says Peter Siris, page 2

● Go to school on **college costs**, says Jean Chatzky, page 4

● They wanted our **ATM code**. Yeah, right! See Scam Alert, page 5

● **Adult day care** grows as alternative to nursing homes, page 9

● Saving for 15 years **pays off** for new Queens homeowners, page 11

# your DAILY NEWS money

Scheduled speakers include:



**Felicia Fonrose** owner of the Nu Yu Day Spa in Brooklyn



**Margo Andros** owner of the Pink Slip lingerie shop in Grand Central Terminal



**Chris Lighty** rap star manager and owner of Violator Management



**Julie Azuma** owner of Different Roads to Learning online educational catalog

**UPDATE: SEATING IS VERY LIMITED!**

Please check-in early and bring photo ID

# small biz big impact conference

**Tuesday, October 23, 2007**

**8:30 - 11 a.m. (check-in begins at 8 a.m.)**

**LOCATION: NYU's Kimmel Center**

60 Washington Square South at LaGuardia Place, 4th floor

This conference is for New Yorkers starting, managing or growing a small business

Speakers include New York City small business owners, representatives from government agencies that assist small businesses, and organizations offering guidance, startup funding and loans

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**For more information, call 212-210-2073**

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